



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/782,722	02/13/2001	Harry E. Gruber	0003.US00	9420

23464 7590 03/24/2005

BUCHANAN INGERSOLL, P.C.
ONE OXFORD CENTRE, 301 GRANT STREET
20TH FLOOR
PITTSBURGH, PA 15219

EXAMINER

BELL, PAUL A

ART UNIT PAPER NUMBER

3628

DATE MAILED: 03/24/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/782,722

Applicant(s)

GRUBER ET AL.

Examiner

PAUL A BELL

Art Unit

3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 13 February 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-43 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-43 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date 4/01, 1/05.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1, 4-19, and 40-42 are rejected under 35 U.S.C. 103(a) as being unpatentable over "INERTNET ARCHIVE WAYBACKMACHINE" @ "www.archive.org/web/web.php " Searched for "igive.com" and selected 14 web pages created in Nov 10, 2000 by "igive.com" and hereafter reference "igive.com" .

With regard to claim 1, igive.com teaches a method for soliciting charitable donation for an organization or a person from on-line shoppers during electronic commerce, the method encouraging and motivating the shoppers to make a donation to a charitable cause, the method comprising the steps of: hosting a website having information about a fundraising campaign or an organization

(SEE igive.com page #2 " **What if?...up to 12% of each purchase you made went to a worthy cause close to home? * add your favorite cause to our list * or choose from 12180 already listed . . . Its Working! * \$776,875.89 raised for causes. * \$278,353.36 raised for causes just this year! * View the list of checks sent to causes)**,

one or more electronic catalogs listing one or more items or events that are available for purchase by the on-line shoppers through the web site

(SEE igive.com page #3 "mall directory" and page #13 "Cooking & Cookware" ... Cooking.com - Cookware, cookbooks, tools, cutery - - everything for the home chef.

Art Unit: 3628

. . Chef's Catalog.com –The leading **catalog** retailer of high-end, top-quality kitchenware for professional and home chefs alike),
browsing through the catalog and selecting one or more items that are to be purchased, purchasing one or more selected items

(SEE igive.com #3 “mall directory” wherein the anticipated simple acts of browsing, selecting and purchasing are merely directed towards the “OBVIOUS INTENDED USE” of the electronic catalogs provided by the vendors listed in the “mall directory” as a standard function of a electronic vendor catalog),
providing one or more suggestions on the amount of donation, the suggestions intended to encourage and motivate a shopper to make a donation

(SEE igive.com page #2 “ **What if?**...up to 12% of each purchase you made went to a worthy cause close to home? **“Its Working!** * \$776,875.89 raised for causes. * \$278,353.36 raised for causes just this year! * View the list of checks sent to causes” and further SEE page #5 “Good News You Can Use” . . . “WALNUT AVENUE WOMEN’S CENTER (Santa Cruz, CA) “WE buy groceries to feed the battered women and their children who seek shelter and safety at our center. **We need and appreciate your continued support**” –Jennifer Obrien”),
determining whether to make a voluntary donation to the charitable cause and making a donation to the charitable cause

(SEE igive.com page #4 “Support a cause close to your heart and home. Any cause. Choose from our list of thousands, or add your own, **We won’t decide for you.**” . . .
“Add a new cause to iGive.com, and **begin supporting it immediately!**).

Art Unit: 3628

With regard to claims 4-6 igive.com does not illustrate the method as recited in claim 1, further comprising the step of providing information about the amount of money the fundraising campaign intends to raise and the plans regarding the amount raised and further comprising the step of suggesting a donation amount that will allow the charity to reach its goals further comprising the step of providing information about the average amount of donation from prior donors. However examiner declares OFFICIAL NOTICE that such routine information was commonly provided by the charity to the donor and as a means educating the donor of the cause and extent of need as a means of motivating the donor to give the right amount.

With regard to claims 7 and 8 igive.com does not illustrate the method as recited in claim 1, further comprising the step of providing reviews written by prior donors about the charitable causes and their donations and allowing donors to write reviews about the charitable cause and their donation. However examiner declares OFFICIAL NOTICE that such reviews were commonly done and requested by charity as a means of educating the donor of the cause and extent of need as a means of motivating the donor to give the right amount.

With regard to claim 9, igive.com teaches the method as recited in claim 1, further comprising the step of identifying the geographic location of a donor (during the registration process it is inherent that the donor provides his home address for billing and delivery and the home address given has an inherently known geographic location).

Art Unit: 3628

With regard to claim 10, igive.com teaches the method as recited in claim 9, further comprising the step of providing information about charitable activities that the charity is involved in the donor's location (SEE igive.com page #5 "Good News You Can Use" . . . "WALNUT AVENUE WOMEN'S CENTER (**Santa Cruz, CA**) "WE buy groceries to feed the battered women and their children who seek shelter and safety at our center. We need and appreciate your continued support" –Jennifer Obrien" wherein all the people living in Santa Cruz will like hearing about this) .

With regard to claims 11 and 12 igive.com teaches the method as recited in claim 1, further comprising the step of providing a record of the donor's prior donation history and donor's prior donation amount (SEE igive.com page # 10 "As a member, you have access to timely reports of your earnings and all funds distributed to your cause").

With regard to claim 13 igive.com discloses further comprising the step of suggesting a donation amount that is a predetermined percentage of the total amount of purchase (SEE igive.com page 13 "10.0 % for your cause")

With regard to claim 14 igive.com discloses the method as recited in claim 1, further comprising the step of providing information about the amount of donation made by the donor's friends, family or co-workers (It is inherent that all people are provided the same level of service at igive.com).

With regard to claims 15-17 igive.com discloses the method as recited in claim 1, wherein the organization is a charitable organization, a political action committee or a

Art Unit: 3628

political organization (SEE igive.com page # 2 * add your favorite cause to our list page 4 * you can list **ANY cause**, large or small).

With regard to claim 18 igive.com discloses the method as recited in claim 1, further comprising the step of providing a report having tax related information, the report including the amount of charitable donation and the amount that is tax deductible. (SEE igive.com page # 10 “* You choose the cause that receives your donation. We provide you with information supplied by the cause as to the tax deductibility of the donations made to that cause”)

With regard to claim 19. igive.com discloses the method as recited in claim 18, further comprising the step of e-mailing the report to the donor (SEE igive.com page #2 “join for free with your e-mail address” and one is motivated to use e-mail because it’s the low cost way to send reports.)

With regard to claims 40 and 41 igive.com was found to disclose all these limitation in claim 1 above.

With regard to claim 42 igive.com discloses the method as recited in claim 1, further comprising the step of selecting an option to not donate to a charity (Wherein it is inherent that when you cancel a purchase you effectively cancel the donation).

3. Claims 2, 3 are rejected under 35 U.S.C. 103(a) as being unpatentable over “INERTNET ARCHIVE WAYBACKMACHINE” @ “www.archive.org/web/web.php “ Searched for “igive.com” and selected 14 web pages created in Nov 10, 2000 by “igive.com” and hereafter reference “igive.com” in view of David King. , “SOLICITING VIRTUAL MONEY”, Library Journal. New York: Fall 2000. pg. 39, 3 pgs teaches.

With regard to claims 2 and 3 igive.com does not illustrate the method as recited in claim 1, further comprising the step of displaying one or more virtual plaques honoring donors and the step of updating the virtual plaques when a donation is made.

King discloses this above feature (SEE King page 40 "The goal of **cyberplaquing**, also known as **electronic plaquing** or electronic recognition, is quite simply recognition. The concept of memorializing or honoring a special friend or benefactor of the organization has been around awhile. Naming a wing or room of a building is one form; those making more modest donations may have their names placed on an entryway wall or even individual items of furniture. **Cyberplaquing is nothing more than providing that recognition in an online environment.** Moreover, rather than just giving a name and date, with a cyberplaque, historical information about a company or a biography about the person can be provided. **Different levels of donations may earn differing levels of recognition,** including perhaps pictures of **donors, dedications, testimonials, and in-depth information.** Benefactors have an "online brag sheet" of sorts, which can be used to **encourage** their friends and colleagues to match their own contributions. The University of Pennsylvania Library has done a fantastic job of honoring benefactors with cyberplaques. Currently, eight **cyberplaque pages** are linked from the "Individual Benefactors" pages of the Friends of the Library web site. **Each cyberplaque gives background information on the benefactor-usually a short list of that persons major achievements.** Information about the gift is also given, whether it was money or a rare collection. If a rare collection has been given, the collection is described in detail. If a room or building has been named in honor of the

Art Unit: 3628

person, the room/buildings use is explained. Penn's cyberrecognition doesn't stop with individuals. Reunion classes, corporations, and foundations are also listed. For example, the class of 1968 has a cyberplaque describing the new reference center the alumni helped fund. ")

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the igive.com method to clearly add the additional step of "displaying one or more virtual plaques honoring donors" as taught by King because King teaches motivation "Benefactors have an "online brag sheet" of sorts, which can be used to encourage their friends and colleagues to match their own contributions."

4. Claims 20 and 24-39 and 43 are rejected under 35 U.S.C. 103(a) as being unpatentable over "INERTNET ARCHIVE WAYBACKMACHINE" @ "www.archive.org/web/web.php " Searched for "igive.com" and selected 14 web pages created in Nov 10, 2000 by "igive.com" and hereafter reference "igive.com" in view of Rau et al. (U.S. 2001/0007099).

With regard to claim 20, igive.com was shown above in claim 1 to already read on most of these broadly recited features of claim 20 and in addition igive.com discloses providing information regarding one or more charities, the information intended to encourage and motivate shoppers to make a charitable donation

(SEE igive.com page #5 "Good News You Can Use" . . . "WALNUT AVENUE WOMEN'S CENTER (Santa Cruz, CA) "WE buy groceries to feed the battered women and their children who seek shelter and safety at our center. **We need and appreciate your continued support**" –Jennifer Obrien"),
providing billing information

Art Unit: 3628

(SEE igive.com page #13 wherein igive.com reference does not directly illustrate “providing billing information” but such a broadly claimed feature would have been clearly anticipated because it is essential that vendors get paid for their product or they will go out of business)

lgive.com reference does not directly teach the feature, “adding the selected items to a shopping cart” However the practice of using a “electronic shopping chart” or “virtual shopping chart” is well known in the art and one is motivated to use them to keep track of your purchases.

With further regard to the above well known feature , “adding the selected items to a shopping cart” Rau et al. clearly teaches it

(SEE Rau et al. section [0068] “**FIG. 9** is a flow chart of another feature of the invention which may be implemented in conjunction with the embodiments described above. In this example, described here with reference to FIG. 9, **a gift certificate account has been established in the shopping cart for a user.** When the user makes a purchase, the shopping cart calculates the new balance as the total available funds less the purchase amount (step 900). The shopping cart then checks to see whether the balance has reached a pre-programmed minimum amount (step 910). If not, the routine is terminated. However, if the minimum has been reached, the shopping cart sends a query to the user's computer **asking whether the user wishes to donate the remaining funds or a portion thereof to charity (step 920).** If the user indicates that he wishes to make a donation, the shopping cart displays a selection of charity organization for the user to make a selection (step 930). When the **user select**

Art Unit: 3628

the charity organization, the shopping cart process the donation in a similar manner to a purchase transaction, e.g., deduct the donation amount from the user's account, generate payment transaction to the charity, etc. (step 940). Additionally, the **shopping cart generates a tax deduction receipt and sends it to the user via, for example, email, fax, or regular mail (step 950)"**.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the igive.com method to clearly add the additional step of "adding the selected items to a shopping cart" as taught by Rau et al. because his Rau et al. abstract provides motivation ; "A method and apparatus creating and managing an electronic shopping cart enabling a user to shop at various merchants web sites are described" . . . "The apparatus and method enable the creation of a central shopping cart without the need for a pre-arrangement with the merchants." And also section [0068] teaches "a gift certificate account has been established in the shopping cart for a user" further this shopping cart provides additional ways to make a donation of direct cash from your gift certificate to a charity and then receive a tax deduction receipt via email.

With regard to claims 24-39 igive.com was found above in claims 4-19 to read on these limitations .

With regard to claim 43 the combination of igive.com and Rau et al. discloses the method as recited in claim 20, further comprising the step of selecting an option to not donate to a charity (Wherein it is inherent that when you cancel a purchase you effectively cancel the donation).

Art Unit: 3628

5. Claims 22 and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of "INERTNET ARCHIVE WAYBACKMACHINE" @ "www.archive.org/web/web.php " Searched for "igive.com" and selected 14 web pages created in Nov 10, 2000 by "igive.com" and hereafter reference "igive.com" and Rau et al. (U.S. 2001/0007099) in further view of David King. , "SOLICITING VIRTUAL MONEY", Library Journal. New York: Fall 2000. pg. 39, 3 pgs

With regard to claims 22 and 23 the combination of igive.com and Rau et al. does not illustrate the method as recited in claim 20, further comprising the step of displaying one or more virtual plaques honoring donors and the step of updating the virtual plaques when a donation is made.

King discloses this above feature (SEE King page 40 "The goal of **cyberplaquing**, also known as **electronic plaquing** or electronic recognition, is quite simply recognition. The concept of memorializing or honoring a special friend or benefactor of the organization has been around awhile. Naming a wing or room of a building is one form; those making more modest donations may have their names placed on an entryway wall or even individual items of furniture. **Cyberplaquing is nothing more than providing that recognition in an online environment.** Moreover, rather than just giving a name and date, with a cyberplaque, historical information about a company or a biography about the person can be provided. **Different levels of donations may earn differing levels of recognition, including perhaps pictures of donors, dedications, testimonials, and in-depth information.** Benefactors have an "online brag sheet" of sorts, which can be used to **encourage** their friends and colleagues to match their own contributions. The University of Pennsylvania Library has done a fantastic job of honoring benefactors with cyberplaques. Currently, eight **cyberplaque pages** are linked from the "Individual Benefactors" pages of the Friends of the Library

Art Unit: 3628

web site. Each cyberplaque gives background information on the benefactor-usually a short list of that persons major achievements. Information about the gift is also given, whether it was money or a rare collection. If a rare collection has been given, the collection is described in detail. If a room or building has been named in honor of the person, the room/buildings use is explained. Penn's cyberrecognition doesn't stop with individuals. Reunion classes, corporations, and foundations are also listed. For example, the class of 1968 has a cyberplaque describing the new reference center the alumni helped fund. ")

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination of igive.com and Rau et al. method to clearly add the additional step of "displaying one or more virtual plaques honoring donors" as taught by King because King teaches motivation "Benefactors have an "online brag sheet" of sorts, which can be used to encourage their friends and colleagues to match their own contributions."

Conclusion

6. The prior art made of record and not relied upon is considered very pertinent to applicant's disclosure.

"I CARE, I SHOP, IGIVE.COM WORTHY CAUSES WIN WITH ONLINE SHOPPING SERVICE THAT GIVES PERCENTAGE OF YOUR PURCHASES FROM POPULAR ONLINE STORES BACK TO YOUR FAVORITE CAUSE", PR Newswire. New York: Nov 25, 1998. pg. 1 teaches; "**A powerful concept in online shopping, created a year ago, by iGive.com(TM) of Evanston, Ill., has changed all that. Now, individuals can enjoy the hassle-free convenience of online shopping and**

Art Unit: 3628

help their favorite nonprofit organization at the same time. Shoppers start their journey at <http://www.iGive.com>, enter their favorite worthy cause, and then link to any of the many popular merchants in the iGive.com mall. A percentage of the purchase price of all purchases is donated to the individual's favorite cause. There's no cost to the member or the cause. It's that easy to do good."

"WILL VIRTUAL PITCHES YIELD REAL DOLLARS FOR CORNELL?" American Libraries. Chicago: Jun/Jul 1999.Vol. 30, Iss. 6; pg. 49, 2 pgs. Teaches; "Adam Corson-Finnerty, who directs fundraising efforts for the University of Pennsylvania Library, couldn't agree more. Although he concurs that the posting of cyber-opportunities "helps to reinforce the profile of a campaign," he has found that "generally, a big donor doesn't respond to a big pitch online." So, Penn Library invests heavily in **"cyberplaquing"-the posting of benefactor tribute pages, to "reinforce the sense that the library cares" about its fiscal angels.** Corson-Finnerty makes sure that honorees are pointed to their commemorative URLs and get color printouts of the page in a mylar binder. "The next thing you know, the donor's sending e-mail to cousins and friends," tickled by the fact that people can read about their good deed "from any computer in the world."

J P Frenza, Leslie Hoffman, "FUNDRAISING ON THE INTERNET: THREE EASY STRATEGIES FOR NONPROFIT, Nonprofit World. Madison: Jul/Aug 1999.Vol. 17, Iss. 4; pg. 10, 3 pgs teaches, "Here's a quick list of **Web sites that raise money for nonprofits by collecting fees from retailers by referring Web customers to them** (the percentages vary):

Art Unit: 3628

www.4charity.com. On-line shoppers register and become a member of 4charity.com, pick their favorite organizations, and shop for books, music and videos, computer hardware and software, gifts (such as 1-800-Flowers), home office supplies, clothing, food, drink, and more. According to the site, the 20 nonprofits participating in the project receive 100% of all sales referrals.

www.charityweb.com. This Web site functions in a very simple manner. Web visitors choose from a list of retailers on the CharityWeb links section and proceed to shop as they normally would. The retailer gives a portion of each sale to charity. (CharityWeb claims this number to be as high as 25% per sale.) Proceeds from the sale are then split with a group of select participating nonprofits, such as Safe Haven and Kids Energy.

www.greatergood.com. Five percent of every purchase benefits selected nonprofits. This Web site places a real emphasis on showcasing nonprofits. Its core list of organizations includes Special Olympics, National Fund for the Blind, and Save the Children. Web shoppers pick their favorite charity from a list and then click to purchase books, CDs, videos, food, and more. It's understandable that types of products are limited, given that books, CDs, and computer products make up the bulk of consumer Web purchases.

www.igive.com. This simple but elegant Web site promotes what it calls "techno-giving." It's based on the same model as the other Web sites but has a larger number of nonprofit beneficiaries than most, including churches and youth clubs. To date,

Art Unit: 3628

igive.com claims to have raised more than \$300,000 for approximately 4,500 organizations.

www.mycause.com. This Web site limits the range of goods that can be purchased to books from Amazon.com, software from Beyond.com, hardware, magazines, and airline tickets. It includes more than 275,000 participating nonprofits from large national organizations to local charities.

www.shop 2 give.com. Contributions from on-line shopping centers such as J-Crew (5%), the Sports Store (5%), Barnes and Noble (3%), and Omaha Steaks (5%) go to leading nonprofits such as the American Lung Association and American Red Cross."

Catherine Greenman , "WHERE THE WIRED CONSUMER CAN GIVE AS WELL AS RECEIVE", New York Times. (Late Edition (East Coast)). New York, N.Y.: Nov 18, 1999. pg. G.17 teaches, "Internet shopping is good for philanthropy," said Mark Rovner, director of CMS Interactive in Arlington, Va., a Web consultancy for charitable organizations. **"People who've bought five or more items online are more likely to give online as well."**

"SURVEY REVEALS INTERNET SHOPPING HABITS", Direct Marketing Garden City: Jan 2000.Vol.62, Iss. 9; pg. 15, 1 pgs teaches; "A recent survey sponsored by Shop2u.com and conducted by the Taylor Nelson Sofres Intersearch revealed that affluent women (household income \$50K+) who shop from catalogs make 4 times as many purchases on the Internet as affluent women who do not shop from catalogs. **The**

Art Unit: 3628

survey also revealed that a high correlation exists between catalog shoppers and donors to charitable organizations."

Miller et al (U.S. 20010051875) "ONLINE DONATION MANAGEMENT SYSTEM", teaches in ABSTRACT; "A system for soliciting donations via the World Wide Web or Internet. A donor may, if desired, be an individual or an individual representing an organization with a particular interest in a charitable organization. The charitable organization is a nonprofit organization that has a presence or website on the Internet. **The system is integrated with the charitable organization's website.** The charitable organization has cataloged on the system's database particular items or assets as **gifts to the donor based on the contribution area of interest of the donor.** The donor, in communication with the charitable organization, selects a donation by activating a hyperlink to the system's website. Transparent to the donor, the system is now in communication with the donor and the charitable organization. The system facilitates the donation process, the selection of gifts, the implication and effect of the tax deduction, and the delivery of the selected gifts." And further SEE section [0002] "The present invention relates to a charitable organization's solicitation for a monetary donation. In particular, the invention relates to a charitable organization's solicitation for a monetary donation via the Internet. More particularly the invention relates to a system that enables an individual donor to contribute to selected projects of the charitable organization via the Internet."

Klasky et al. (U.S. 20020038225), "METHOD AND SYSTEM FOR MATCHING DONATIONS " teaches in ABSTRACT: "A method and system for soliciting online

Art Unit: 3628

donations is disclosed. The method comprises defining the terms of a challenge. Next, an invitation to donate is generated that includes the terms of the challenge. Typically, **the terms of the challenge are a matching donation such that the challenger will match donations to a prescribed amount.** Finally, the invitation to donate is sent to at least one invitee with a computer connected to a network of computers. The invitee can reply to the challenge by making a donation with his or her computer. The method is performed by a web-based donation application that can be accessed **through the web browser** of a challenger or invitee."

Sherwin et al. (U.S. 20020052784), "AFFINITY SHOPPING PORTAL", teaches in section [0002] "The present invention relates to the art of Internet commerce. It finds particular application in conjunction with a shopping portal and business model for generating contributions to charitable, non-profit, and other affinity groups or organizations, and will be described with particular reference thereto. However, it is to be appreciated that the present invention is also amenable to other like applications." And section [0013] Yet another advantage of the present invention is that consumers maintain records of donations to their chosen affinity groups such that any available tax deductions can be readily obtained.

Mull (U.S. 20040039649) "SYSTEM AND METHODS FOR CHARITABLE DONATING" teaches; in section [0043] "In step 222, the donor receives a password, key, or other means that allows them to subsequently access server 102 online and **obtain information about the account(s) to which they have donated.** For example, it was mentioned previously that the donor can check a record 110 of

Art Unit: 3628

account transactions. In addition, the online site may be configured to support an online forum for the donor and donee to communicate with each other. For example, the online site can be configured to serve as a platform so that donors, during or after step 220 in which they specify the amount donated, **may express their preferences as to how the donated funds are used.** Moreover, this platform could **provide the donees opportunities to present their needs, to explain their expenditures, or to generally keep donors informed of the status of the account or charitable cause.**"

, section [0044] "The site can be further configured to inform donors of the leveraged value of their individual donations. This leveraged value can take into account any **matching funds** and special discounts, for example, each of which will be discussed more fully below." And section [0051] "**When purchasing an item from the wish lists online**, the donor can be directed to the affiliate merchant's site. But preferably, the purchase is handled or at least tracked by server 102. This way, server 102 **can track such purchases for tax purposes and generate a receipt**, as with donations to accounts, for the donor. Therefore, this is another way for donors to make small, highly targeted, tax deductible, charitable donations."

Bunnell (U.S. 20040225569) "METHOD AND SYSTEM FOR CREATING A MULTI-TIERED, E-COMMERCE EXTRANET FOR A COMMUNITY OF BUSINESSES" Teaches in Section [0028] "Another feature of certain embodiments of the present invention is that it enables members of the community, as well as online visitors, to **select not-for-profit and/or charitable organizations to which a percentage of sales may be donated**, thereby establishing a sense of trust and accountability that

Art Unit: 3628

encourages visitors/users to return back to the community for future transactions.”, section [0082] “In one embodiment, online visitors (which may be visitors/users) enter the community, search the website and order products or services. The visitor benefits from a quantity of choices in a community that may easily contain one million potential listings. Additionally, online visitors may benefit by **accepting a default donation to a charity which has been selected by the provider of the product or service they are purchasing.** This program, called For The Giving™., trades donations and **provides donating online visitors with data about the use of their funds via follow up e-mails.**” And also see section [0083], “In another embodiment, in addition to the discount incentive and the donation incentive for online visitors to return, the community offers a bonus incentive whereby visitors receive bonus points for the total of all moneys spent in purchasing online services and products, which can be used toward future purchases or business transactions (like instant credit or frequent flyer miles). This incentive program is known as “ReAL Credit.” In certain embodiments, visitors may even donate the instant credit or bonus points to their favorite charity, social or environmental organization, but may not ask for a cash equivalent of the bonus points be made payable to them. If the bonus points are not used for a set period, for example, 2 years, they may be cancelled.”

Messer et al. (U.S. 20040230491) “TRANSACTION TRACKING, MANAGING, ASSESMENT, AND AUDITING DATA PROCESSING SYSTEM AND NETWORK” teaches in section [0010] “It is another object of the present invention to provide a system that **allows Users to control the destiny of a portion of the purchase price**

Art Unit: 3628

for a particular good or service purchased on the Internet. A web site is provided to allow its members to donate a portion of the referral commission to the charities of their choice with each online purchase.”, see section [0011] It is also an object of the present invention to target and track affiliate web sites with loyalty-building programs and charity sites in order to reallocate an established percentage of every transaction.”, and section [0025] The banner ad is linked, first in a seamless fashion to the Clearinghouse server, block 130. The link then continues directly to the Merchant block 140 (as shown by inner path in FIG. 1). During-the linking process, the USER has an identifier string appended to the HTTP entry, and possibly a "cookie" placed on their system. **These act as a marker to permit tracking of the USER by the Clearinghouse, to determine if and when the USER was involved in a purchase, and if to allocate a purchase commission to the Affiliate.** The identifier used with select Affiliates include data fields for use to track select information such as a commission vector, i.e., a magnitude and direction for commission dollars generated by that USER's commerce activity on the Web. This will include, perhaps, a charity wherein subsequent purchases by that USER will trigger commissions, a portion of which are contributed to the charity on periodic basis. The charity--one of selectable vectors--is known as the "Target ID". In other embodiments, the USER can request that a portion of the commission be donated to a school, other individuals, or even a personal investment account as part of a coupon redeeming or "cash back" algorithm. **A USER will likely return to the Affiliate since any purchases made when clicking-through the Affiliate will result**

in a donation to the USER's charity of choice and possibly a reduced purchase price, hence creating USER loyalty.

Park (US 2004/0230492) "METHOD AND APPARATUS FOR INTERNET MARKETING AND TRANSACTUAL DEVELOPMENT", teaches in section [0075] "By selecting, e.g., the topic of the sports figure's foundation, the user can be taken to a web-page for the foundation, which may have hyper-links (or navigational buttons) to pages/sites relating to, e.g., the sports figure's **annual charity golf tournament**, teaching camp, **donations to the foundation** and, even including a business with which the sports figure may be associated, e.g., "Touchdown Real Estate." This web-site can further include input pages for a user **to register, over the Internet, for the golf tournament or submit a pledge for a donation to the foundation**, and further **to information about the purposes for which the foundation spends the money contributed**. Registration for the sports figure's teaching camp can also be done over the Internet on this web-site. " and SEE section [0076] "The web-site can accommodate a search engine for searching the web-page or the internet in general, or the like. Further links can be provided, e.g., to the web-page for "**Special Olympics**," . . . **or to related foundations or donation receivers**, e.g., "Greatergood.com," where the **user can both shop and donate**. " and still further SEE [0091] "Automatic programming that supports the following, e.g., link exchanges, vendor listings, vendor and member auto-site building, vendor locators, **secure shopping cart** and other transactional improvement related systems, bulletin boards, chat rooms and like user amenities."

Art Unit: 3628

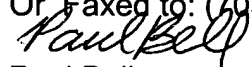
7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Paul Bell whose telephone number is (703) 306-3019. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sam Sough can be reached at 703-308-0505.

Information regarding the status of an application may be obtained from Patent Application Information Retrieval (PAIR) system, see <http://pair-direct.uspto.gov>. For help with PAIR call Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks
Washington, D.C. 20231


Or, Faxed to: (703) 872-9306



Paul Bell

Art unit 3628

March 19, 2005



HYUNG SOUGH
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600